FATIMA COLLEGE

(Autonomous)
Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 625018

2021 - 2022

1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme specific outcomes (PSOs) and Course Outcomes (COs), of the Programmes offered by the Institution.

NAME OF THE PROGRAMME: B.A. Journalism and Mass Communication

Programme outcomes (POs)

PO 1	Emerge as confident media professionals
PO 2	Recognize and practice ethical principles of Journalism
PO 3	Acquire Media literacy skills
PO 4	Become aware of use/ abuse of social media
PO 5	Take cognizance of the dynamic socio – cultural – political shifts in society
PO 6	Express concern for the less privileged
PO 7	Face challenges in a multicultural, pluralistic society

Programme Specific Outcomes (PSOs)

PSO 1	The students would pick up skills like photojournalism, Radio and Video jockeying.
PSO 2	The students would be adept at media related software.
PSO 3	The students would be skilled at working for the media houses as they undergo internship.
PSO 4	The learners would be able to critique the portrayal of women and gender in the media.
PSO 5	The learners would be able to analyse the socio-political scenario in a global level.
PSO 6	The learners would be well equipped to be placed in mainstream media

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Course Outcomes (COs)

Course Code	Course Title	Nature of the Course (Local/National/ Regional/Global)	Course Description	Course Outcomes
19JM1CC1	Introduction to journalism and mass communication	All levels	This course covers the historical evolution of media leading up to contemporary developments	CO1: Understand the definition, need and importance of journalism and mass communication. CO2: Trace the origin and development of various media. CO3: Learn the Qualities, duties, rights and responsibilities of a Journalist. CO4: Gain adequate knowledge about various branches in Journalism. CO5: Acquire knowledge of New Media in the Society. CO6: Analyse globalization and News Flow.

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19JM1CP1	News editing techniques	All levels	The course enables students to grasp the practice, duties and ethics involved in news editing.	CO1: Use accurate language for the media
				CO2: Proofread reports and stories
				CO3: Report on a particular issue, sector, organization, or institution (beat reporting)
				CO4: Draft a feature
				CO5: Design and edit a Newspaper/Magazine

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| 19JM1AC1 | News reporting and writing | All levels | The course enables students learn techniques of gathering, analyzing and writing news for the media. | CO1: Evaluate newsworthiness of information. CO2: Demonstrate an understanding of story idea creation. CO3: Comprehend the basic structure and format of a news story (lead, body, and conclusion). CO4: Produce Content for Print, Broadcast and blogs and websites CO5: Demonstrate an understanding of online journalism and alternative story forms |

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19JM1NME & 19JM2NME	Event management	All levels	This course allows students to build their fundamental knowledge of modern event management.	CO1: Comprehend role of event planners. CO2: Analyse the skills required to plan an event. CO3: Enhance their innovativeness in managing the media CO4: Execute an event with the knack of organizational skill. CO5: Create professionalism through promotional skills.

| 19JM2CC2 | Media laws and ethics | National | The course examines the various media laws, policy and regulatory frameworks in India. | CO1: Appreciate the freedom of speech and expression

CO2: Understand the major challenge of ethical journalism

CO3: Learn how to solve simple media law cases.

CO4: comprehend media constitutional laws

CO5: Acquire Knowledge of Media Regulatory bodies of India |

| 19JM2CP2 | Photo journalism | All levels | The course enables students to apply photography theory to the practice of shooting individually and in group on specific assignments. | CO1: Understand the Elements of Photography and its functions

CO2: Learn Aesthetics of Photography, composition and Visual Story Telling.

CO3: Acquire Knowledge in Basic Lighting, Exposure and Focusing

CO4: Hands on Experience in Camera operations

CO5: Hands on Experience to Setup Lights for Indoor or an Outdoor Photography

CO6: Learn Different types of photography Nature, wildlife, sports and social media photography |

19JM2AC2	National and international affairs	All levels	The course enables students to analyse global events/issues from a critical perspective.	CO1: Define the role of the Constitution in a democratic society
				CO2: Describe theories of international relations
				CO3: Skilfully use extensive sources of information including internet, government publications, professional journals, and newspaper.
				CO4: Evaluate the causes and processes of modern international issues
				CO5: Critique some controversial laws
				CO6: Demonstrate critical thinking skills through writing and discussion.

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19JM3CC3	Radio and television production techniques	All levels	The course enables students to learn the production process and techniques involved in Radio and Television Production.	CO1: Comprehend the language and power of the blind medium CO2: Identify the ethical violations in Radio and Television Programme. CO3: Demonstrate knowledge and understanding of the workings of media institutions and actors, media production process and media governance and regulatory structures. CO4: Gain knowledge and understanding of different media systems operating at the national and international level. CO5: Understand the nature and significance of audio-visual communication as a human activity CO6: Communicate effectively with media person as they are familiar with television vocabulary.

19JM3CP3	Broadcast journalism	All levels	The practical course gives experience to students in the application of audio-visual technologies.	CO1: Conceptualize, write scripts and storyboard for various Genres
				CO2: Gain Hands on Experience in handling Camera and Techniques
				CO3: Know the importance of the audio and the recording process
				CO4: Produce Radio News Bulletins and Television News Bulletins
				CO5: Produce News Story for TV and Radio
				CO6: Apply various cinematography techniques & principles for Anchoring a Show

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19JM3AC3	Media culture and society	All levels	This course aims to introduce students to an interdisciplinary framework that will allow exploring and theorizing on the intersections of culture and media.	CO1: Understand the relationship between the state, media and the public.
				CO2: Understand the role of the media in the lives of individuals.
				CO3: Analyze media performance and content from a gender perspective.
				CO4: Identify misogyny, hegemony, culture representations and various other phenomena in films with ease.
				CO5: Critique the media content using theoretical frameworks such as Marshall McLuhan's.
				CO6: Evaluate a film and bring out the various layers of meaning.

19JM3SB1	Basics of audio and video editing	All levels	This course enables students to learn the application of audio-visual editing	CO1: Comprehend the basic editing tools and techniques of sound and video recordings
				CO2: Understand file formats and methods of editing CO3: Get an overview on nonlinear editing
				CO4: Learn Basics of Adobe premiere Pro and its functions
				CO5: Gain Knowledge in conceptualize, writing script and storyboarding for various Genres
				CO6: Hands on Experience in handling Recording and Editing of Audio and Video Programs

19JM4CC4	Communication theories	All levels	The overarching goal of this course is to think about and analyze communication in a systematic way	CO1: Understand the classification of Communication
				CO2: Learn Model of communication
				CO3: Analyze Normative Theories:
				CO4: Evaluate the different communication Theory.
				CO5: Understand the role of communication theory
				CO6: Gain Knowledge in various media context

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| 19JM4CP4 | Television production | All levels | This Course is an introduction to the basic principles, procedures& techniques of Television Production | CO1: write effectively for broadcast media with an emphasis on clarity, story structure and brevity. CO2: story board their concepts. CO3: Remove green matte background and create an animated title. CO4: Operate the studio console and equipment. CO5: demonstrate competency in shooting and editing video in the field and studio. CO6: Evaluate shows of Television Channels and provide a written critique. |

19JM4AC4	Basics of advertising	All levels	This course enables the students to learn the nature of and their scope in media advertisement	CO1: Trace the origin and development of advertising and Nature and Scope of Advertising
				CO2: Analyse the different types of advertising
				CO3: Learn the Elements of ad copy in advertisement
				CO4: Understand the components of a brand image
				CO5: Identify the different types of advertising agency
				CO6: Acquire knowledge on public relation

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| 19JM4SB2 | Advertisement Production | All levels | This course focuses on advertisements that are placed in websites, television ads, newspapers, films or magazines | CO1: Demonstrate understanding of the elements and principles of Graphic design

CO2: Understand color and color mixing

CO3: Gain knowledge in designing logos, visiting card, Advertisement for various media

CO4: Comprehend basics of Adobe Photoshop and its functions

CO5: Gain knowledge of Production Techniques of Print Advertisement

CO6: Acquire Practical Experience in Advertisement Production |

19JM5CC5	Development Communication	All levels	students to the role of information, communication and the media in development and social change	CO1: recognize and explain the concept and importance of development.
				CO2: distinguish between communication and development communication.
				CO3: describe use of different media in development communication.
				CO4: evaluate developmental approaches and programmes in the context of Economic and development theories.
				CO5: understand key issues in sustainable development as a basis for engaging in effective development communication.
				CO6: Describe dimensions of development and the development policy frameworks

19JM5CC6	Film studies	All levels	This course deals with various theoretical, historical, and critical approaches to films.	CO1: Acquire knowledge on history of Cinema, cinema movements
				CO2: Understand the key production roles and responsibility
				CO3: Acquire knowledge in film language
				CO4: Gain awareness of the historical and theoretical relations of media
				CO5: Analyse structures of power, economics, and ideology and Film Genres
				CO6: Critique narration in relation to real life

19JM5CC7	Media literacy	All levels	This course aims to make the students understand the dynamics behind media messages	CO1: Understand the importance and impact of media and Media Literacy concepts
				CO2: Safely and responsibly access a variety of media texts from different media platforms.
				CO3: Understand the Interactive Media
				CO4: Develop the ability to broadcasting their perspectives on Media
				CO5: Learn Practical Media Skills Photoshop, Video Editing
				CO6: Act as a responsible digital citizen

19JM5CP5	Documentary production	All levels	The central goal of this course is to provide students with perspectives, background, and ways of thinking about documentary films that will facilitate critical inquiry and enlightened viewing, both in this class and in their film-going future.	CO1: Grasp Pre –production process CO2: Prepare a Budget and Script CO3: Plan the Production Process CO4: Understand Post production process CO5: Execute Dubbing and translation

| 19JM5ME1 | Business communication | | The central goal of this course is to provide students with perspectives, background, and ways of thinking about documentary films that will facilitate critical inquiry and enlightened viewing, both in this class and in their film-going future. | CO1: Grasp Pre –production process
CO2: Prepare a Budget and Script
CO3: Plan the Production Process
CO4: Understand Post production process
CO5: Execute Dubbing and translation |

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19JM5ME2	Specialized reporting	All levels	Specialized reporting is a skill-based paper intended for the students to choose their area of interest and work on the nuances of a specific field. This will help them identify themselves excelled in writing reports on the Particular type of news they get.	CO1: Identity areas of interest in reporting. CO2: Transform themselves into a special correspondent. CO3: Analyze and sort out problems in reporting. CO4: Get acquainted with the types of reporting CO5: Become adept at the techniques of writing a specific report. CO6: Predict conclusions from composite premises

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19JM5SB3	Web designing	All levels	This Course enables the learners to acquire knowledge about Web Designing and use of HTML for the purpose	CO1: Understand the Components of internet CO2: Grasp elements of HTML CO3: Create Website structure CO4: Gain knowledge of publishing websites CO5: Analyse on-line Editions of Newspapers CO6: Study the impact of Cyber journalism
19JM5SB4	Broadcast media operation	All levels	The intern will be exposed to a particular area of specialization and hence pick up relevant skills.	CO1: Learn media management CO2: Understand the structure of media organization CO3: Gain knowledge in designing logos, visiting card, Advertisement for various media CO4: Get a hands-on experience of situations and functioning of the media industry CO5: Gather relevant skills for a career in the media

19JM6CC8	Media management	All levels	This Course enables the learners to acquire knowledge about Web Designing and use of HTML for the purpose	CO1: Define the Management in Media Organization CO2: Understanding Media Ownership CO3: Analyse the Status of Radio and Television in India CO4: Evaluate the different Organizations roles CO5: Understand Commercials and sponsorship in electronic media

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19JM6CC9	Basic media research	All levels	This course presents methods that are central to research in media and communication. Methods include research, interviews, surveys and introductory statistics.	CO1: Critically analyze research methods and develop the skills for writing a thesis. CO2: Outline the basic frame work of research process CO3: Apply the concepts of research and its methods in the thesis CO4: Employ the required formats for citation CO5: Demonstrate the knowledge of research process with practical experience CO6: Identify the research topics pertinent to Media.

19JM6CP6	Short Film production	All levels	This course involves practical study of the creative and technical aspects of film production. Students will make a dramatic film in small groups. This will develop their skills at scripting, photography, mise-en- scene, performance, editing, sound recording and mixing	CO1: Grasp Pre –production process CO2: Prepare a Budget and Script CO3: Plan Production Process CO4: Comprehend Post production process CO5: Execute Dubbing and translation CO6: Understand Distribution process

19JM6ME4	Public relations	National level	This Course introduces to the learners the role and scope of Public Relations	CO1: Learn about the process and practice of PR CO2: Identify the meaning of Propaganda and Advertising CO3: Use the Tools of PR CO4: Understand the PR Environment CO5: Critique PR's ole in Business CO6: Comprehend Campaign Planning in PR
19JM6ME5	New media	All levels	This course enables the students to build their foundational knowledge on New Media.	CO1: Recognize the tenets of online journalism and the new media CO2: Analyse the role and importance of the internet as a component of mass media. CO3: Critique social issues to develop good citizenry CO4: Transform into ethical journalists. CO5: Contribute to the college and the department blog site and the media in general. CO6: Create a blog of their own.

19JM6SB5	Writing for Media		This course enables the students to acquire writing skills for Media.	CO1: Understand the essential communication tool for print and broadcast journalists, public relation professionals. CO2: Understand the nuances of writing for media CO3: Comprehend and create Feature Stories, Obituaries, Rewrites and Roundups. CO4: Write effective articles for newsletters, prepare fliers and brochures and news releases. CO5: Analyse the role of translation in writing for the media

19JM6SB6	Women and Media	All levels	This course enables the students to understand the role and representation of women in media.	CO1 Comprehend the classification of Feminism
				CO2 Understand and acquire knowledge on the history of roles of women in Media
				CO3 Evaluate women's position in soap operas
				CO4 Critically estimate the role of women in advertisements
				CO5 Perceive media laws and cybercrime regulations for women
				CO6 Analyse the representation of women through mass media